



MARKETING CONCEPTS

MKTG 302

Spring Semester 2022

Instructor: John M. McGrath, Ph.D.

Prerequisite: ECON 200

Office: 330 J.C. Long Building

Hours: MWF 12:00 noon-12:50 p.m.

TTH 10:00 a.m.-12:00 noon

(other times by appointment)

Office phone: (843) 953-6565

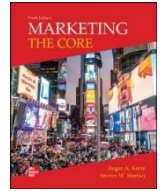
e-mail: mcgrathjm@cofc.edu

Required for Each Student:

Marketing: The Core

9th Edition (2022)

ISBN13: 9781260729184



Class times/locations: MWF 10 (20925): Beatty 320

MWF 11 (22371): Jewish Studies Ctr 333

MWF 1 (21372): Beatty 320

Course Description

This course develops an appreciation for the complexities of establishing and implementing marketing strategies. Areas of study include consumer behavior, product/service mixes, branding and packaging, channels of distribution, pricing, advertising and salesmanship.

Learning Objectives

- 1) To gain conceptual knowledge (terminology and methodology) of the marketing research environment and be able to integrate insights appropriately into meaningful analyses including 3C's, SWOT, Business Portfolio, and Diversification Analyses.
- 2) To develop marketing strategic planning critical thinking skills and core competencies as demonstrated by the student's development of segmentation, targeting, and positioning plan proposals based on marketing research insights.
- 3) To introduce students to the considerations and strategies employed in the design of the strategic plan's marketing mix variables (Product, Price, Place, and Promotion). Students will apply those theories in the development of their own strategic recommendations for exams, individual case write-ups, and a group project including proposals for product development, pricing strategy, place (distribution) and channel selection, and promotion strategies.
- 4) To develop critical thinking skills for big picture marketing decisions assessed using discussion board posts, individual case write-ups, short essay exams, and group projects including but not limited to:
 - a) an understanding of the marketing environment and trends in global business
 - b) an understanding of the marketing plan as it relates to Strategic Marketing Goals
 - c) an understanding of the decisions and implications involved in developing a marketing plan based on market research
 - d) an ability to apply theoretical insights to the design of marketing mix variables to effectively carry out the marketing strategic plan
- 5) To gain an understanding and appreciation of the ethics and social responsibility of focusing on consumer's long-term welfare (The Societal Marketing Concept and Value System).

Organization and Format

This course is structured around the 4 Ps of Marketing: product, price, place, and promotion. Each of these topics will be covered in detail, and each will be the subject of an experiential assignment. You will also work together with a team of your peers to develop a final project that integrates all 4 Ps for a real world brand. The format of most class sessions will be a mix of lectures, student experiential assignment presentations, and student discussion. Heavy emphasis will be on the "real world" applications of the material covered in the text and discussed in class.

COURSE GRADING POLICY

Your grade will be based upon the same two basic criteria used to evaluate performance in the Marketing profession: individual analytical skill and teamwork.

Individual skill accounts for 75% of your final grade. It will be evaluated by your performance on 5 experiential learning analysis (ELA) projects that you will post to the course’s online discussion board. These posts will be rated on a 1-9 rating rubric (see later in this syllabus and on the OAKS course page) by the instructor. You will also be required to contribute to the course’s online discussion board, and again, your contributions will be rated on a 1-3 rating rubric by the instructor (also later in this syllabus and on the OAKS course page). An additional 15 individual points will be allocated to an exercise due near the end of the semester called “Marketing Yourself,” in which you will apply concepts learned in the course and at a private session with the Student Success Center to promote yourself to potential employers (see attached checklist). Teamwork skill accounts for the remaining 25% of your grade. It will be evaluated by your performance in working with a small group of other students to develop and present the team project, a Marketing Situation Analysis addressing any real world brand of your choice (subject to instructor approval). Specifics of this assignment include:

- o Your group submits a **10 page written report** the last week of class (*text over 10 pages will not be graded*).
- o Your group presents your report during the **final exam session** to both the class and the instructor.
- o The project accounts for 25 possible points using two evaluation tools:
 - 1) Your team’s presentation will be graded by the instructor on a 1-10 scale: the report on a 1-10 scale
 - 2) To ensure each member of your team contributes their “fair share” to the project, team members will be given a secret ballot to judge your performance; if they feel you contributed your share, you will receive all the points the team receives, up to 25 possible points; if, however, a majority of your teammates feel you did not contribute your share; you will receive 0 points for the project. The instructor accepts this secret team vote as the final decision on this aspect of your grade.

You earn only the points you deserve with **absolutely no make-up projects**. Here is a recap of the system:

Evaluated Projects	Possible Grade Points
1) Experiential Learning Analyses (ELA)	9 points each x 5 = 45
2) Discussion Board Participation	3 points each x 5 = 15
3) Marketing Yourself	15 points = <u>15</u>
	<i>Individual subtotal</i> 75
4) Team Final Project	
a) 10 page written report	15
b) Presentation	<u>10</u>
	<i>Team subtotal</i> <u>25</u>
	Grand Total 100

Grade Scale

To determine your final letter grade for the course, simply add up the points you earn from the above projects and compare them with the grade scale below:

A 92-100	B+ 88-89	C+ 78-79	D+ 68-69	F 0-59
A- 90-91	B 82-87	C 72-77	D 62-67	
	B- 80-81	C- 70-71	D- 60-61	

Extra Credit

Extra credit opportunities are not built into the grading of this course. Your primary focus should be on earning the best possible grade on each assignment. As in the real world, students will be rewarded for “doing it right the first time.”

Study Assistance

If you require any assistance on written assignments required in this course, please contact the College Skills Writing Lab and Speaking/Presentation Lab located in the in the Center for Student Learning (Addlestone Library, first floor). Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information, please call 843.953.5635 or visit <http://csl.cofc.edu/labs/writing-lab/>.

STUDENT EXPECTATIONS

You should expect that you will know what the 4 Ps of Marketing are, specifically:

- How a product is defined, developed, and marketed, including how to “position” a brand
- How products are distributed, including an examination of retailers and wholesalers
- How to best set a price for your product, including break-even analysis
- How to use marketing communications, including advertising, direct marketing, and public relations, among others

You should also expect to learn how organizations use marketing research and market segmentation tools

Finally, you should expect to learn how to integrate these elements in the preparation and presentation of your final project.

INSTRUCTOR’S EXPECTATIONS

Attendance

All students are expected to attend class *in person*, unless class sessions temporarily switch to an online format. In fact, the instructor’s expectation is that you will maximize your investment in this course by attending as many sessions as possible. Therefore, attendance will not account for a portion of your grade, although it may help you in some borderline situations (for example, if you are within *less than a full point* of the next highest grade). A class roster will be circulated within the first 10 minutes of each session for sign-in; those arriving after 10 minutes may not be permitted to sign in and be considered absent. Attendance by the entire class improves the quality of discussion and helps ensure equal opportunity for all students (it’s difficult for the Professor to focus equally on students across both physical & virtual formats). Therefore, students will be expected to attend class *in person* unless they should be quarantined/isolated or the College changes policy on in-person classes. The policy is very generous, but students who abuse the policy will be penalized ***1 letter grade (for example, from an A- to a B+)*** for every 5 unexcused absences. If you wish to have an absence excused for sickness, you must let the instructor know *in advance of class*, and provide documentation of a doctor’s visit, health provider visit, or a COVID-19 test. Virtual and in-person health visits can be made at MUSC or the CofC Student Health Center.

In the event you are not able to attend class due to an excused absence, ***you may access up to 3 pre-recorded lectures*** the instructor will email to you. You will be responsible for remaining current with all assignments that are scheduled on OAKS.

Electronic Online Presence and Devices

If class sessions temporarily switch to an online format, your online profile must be set to live video “on” to confirm that you are participating actively. You may use a virtual background, but it should not be offensive or contain any political messaging. There is no formal dress code, except for when you or your group are presenting, but you must be dressed as if you were attending an in-person classroom (for example, not in underwear or pajamas). Your online presence must also mirror an in-person classroom (for example, sitting at some type of desk or surface, and not lying in bed, driving, or hunting). Cell phones must be placed on vibrate mode during class

Only students officially registered (graded or auditing) for this course may attend class. During the week following the drop/add deadline, the professor will verify student enrollments in this course. Any student appearing on the class roll but determined not to have attended the class even once will be removed, except for cases where a student is absent because of quarantine or isolation due to COVID-19.

Electronic Devices

Cell phones must be placed on vibrate mode during class and only used to check time. You may leave your phone on the top of the desk, but please do not use it for texting, surfing, or shopping. If you do, you will be asked to leave the classroom to complete your task—but you will not be permitted to return for the remainder of class. Laptops are welcome for note taking, but students using laptops must sit in the *first two rows of the classroom*.

Communications with Instructor

All communications with the instructor will take place in person during class sessions, during office hours, or via email. All emails must follow professional standards, including a subject line and the use of complete sentences. I will strive to return your email within 24 hours, as in the real world, and I will expect you to do the same.

Assignments

Late hand-ins of ELAs and discussion board posts will be penalized according to the OAKs rubric for these assignments if they are received after the due date. Late assignments will receive zero points if they are received after the date when the next assignment begins (for example, if work on ELA #1 is submitted after ELA #2 is assigned, it will receive zero points).

Presentations

For the purposes of daily class sessions, normal college student attire is acceptable. Standard business attire is required only for the final presentation, just as in the real world. This means at least a tie and/or sportcoat for men and professional interview attire for women (no sweatpants or blue jeans).

Honesty Policy

Since this course simulates a real world environment, professional plagiarism standards will be enforced. Therefore, if any dishonest practices are discovered, the result will be failure for the assignment, and if serious enough, for the entire course. This includes copying another student's digital work, making cosmetic changes, and submitting as your own work.

Lying, cheating, attempted cheating, and plagiarism are violations of the College's Honor Code that, when identified, will be investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student's actions are related more to a misunderstanding will be handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student's file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student's transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others' exams, fabricating data, and giving unauthorized assistance. Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor. The complete Honor Code and all related processes are outlined in the Student Handbook at <http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php>

OAKS

OAKS, including Gradebook, will be used for this course throughout the semester to provide the syllabus and materials and grades for each assignment, which will be regularly posted. Students are responsible for checking the accuracy of their grades on OAKS, and *must bring any discrepancy to the attention of the instructor prior to the last day of the academic semester*. Once grades are submitted, OAKS information will not be updated, and no change will be made to your grade.

Students with Disabilities

Students approved for SNAP Services should meet with me after class or during my office hours during the first two weeks of classes or as soon as they are approved for services to discuss accommodations and present a copy of their SNAP-issued Professor Notification Letter (PNL). The College and I will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104.

Inclement Weather /Emergency Preparation

If the College closes and members of the community are evacuated due to inclement weather, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructors may articulate a plan that allows for supplemental academic engagement despite these circumstances.

SCHOOL OF BUSINESS EXPECTATIONS

- 1) Global and Civic Responsibility:** Students will be able to identify and define social, ethical, environmental, and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues. *Via readings and discussion, students will be expected to see how issues that exist within organizations are influenced by factors occurring at a local, national, and international level.*
- 2) Intellectual Innovations and Creativity:** Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. *Students will be faced with problems to solve throughout the semester, specifically in the form of exams that require integration of ideas across readings and a comprehensive final project.*
- 3) Synthesis:** Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks. *Students will be expected to integrate ideas from multiple sources in order to solve problems, explain positions, etc. They will keep a record of key insights in a personal learning journal.*
- 4) Communications Skills:** Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner. *Students will have opportunities in class discussion, formal reports and presentations, and team discussion to hone written and oral communication skills.*

COURSE SCHEDULE

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
January				
10 <i>Welcome Session</i>		12 <i>Ch. 1: Marketing Introduction</i>		14 <i>Ch. 2: Marketing Strategies</i>
17 <i>No Class--MLK Day</i>		19 <i>Ch. 2: Marketing Strategies</i>		21 ► <i>Group Project Team List Due</i> <i>Group Project Workshop</i>
24 <i>Ch. 3: Marketing Environment and Ethics</i>		26 <i>Ch.3: Marketing Environment and Ethics</i>		28 Basics Wrap-up <i>Group Project Workshop</i>
31 <i>Ch. 4 B2C Buying Behavior</i>		2 <i>Ch. 4 B2C Buying Behavior</i>		4 ► <i>ELA #1 Post Due</i> <i>Group Project Workshop</i>
February				
7 <i>Ch. 5 B2B Buying Behavior</i>		9 <i>Ch. 6 Global Markets</i>		11 <i>Ch. 7 Marketing Research</i>
14 <i>Ch. 7 Marketing Research</i>		16 <i>Ch. 8 Segmentation</i>		18 Consumers Wrap-up ► <i>Discussion Board #1 Post Due</i> <i>Group Project Session</i>
21 <i>Ch. 9 Product Basics</i>		23 <i>Ch. 9 New Products</i>		25 ► <i>ELA #2 Post Due</i> <i>Group Project Workshop</i>
28 <i>Ch. 10 Brands & Services</i>		2 <i>Ch. 10 Brands & Services</i>		4 Product Wrap-up ► <i>Discussion Board #2 Post Due</i>
March				
7		9 <i>No class—Spring break</i>		11
14 <i>Ch. 11 Pricing Basics</i>		16 <i>Ch. 11: Pricing Obj/Strat</i>		18 <i>Group Project Workshop</i> ► <i>Marketing Yourself Project Due</i>
21 <i>Ch. 11: Marketplaces and Breakeven Analysis</i>		23 <i>Ch. 11: Marketplaces and Breakeven Analysis</i>		25 ► <i>ELA #3 Post Due</i> <i>Group Project Workshop</i>
28 Price Wrap-up *► <i>Discussion Board #3 Post Due*</i> <i>Ch.12: Distribution Basics</i>		30 <i>Ch.12: Channel Relationships</i> ► Required Lecture: 6 p.m. Wells Fargo Calia Schwartz, Salesforce		1 ► <i>ELA #4 Post Due</i> <i>Group Project Workshop</i>
April				
4 <i>Ch. 13: Retailing, Wholesaling</i> ► Required Lecture: 6 p.m. Wells Fargo Mark Yesayian, Rain Digital		6 <i>Ch. 14: Multichannel Mktg.</i>		8 Place Wrap-up ► <i>Discussion Board #4 Post Due</i>
11 <i>Ch. 15: Promo Basics/IMC</i>		13 <i>Ch. 15 Positioning</i>		15 ► <i>ELA #5 Post Due</i> <i>Group Project Workshop</i>
18 <i>Ch. 16: Public Relations and Sales Promotion</i>		20 <i>Ch. 17: Social & Mobile</i>		22 <i>Ch. 16: Advertising</i> <i>Ch. 18: Personal Selling</i> Promotion Wrap-up ► <i>Discussion Board #5 Post Due</i>
2 ► <i>Final Project Report Due</i> <i>Group Project Workshop</i>	26	27	28	29

Final Presentation Schedule: MWF 10: Saturday, April 30, 1-3 p.m.
MWF 11: Wednesday, April 27, 1-3 p.m.
MWF 1: Friday, April 29, 1-3 p.m.

McGrath Experiential Learning Assignment Rubric 2022

Criteria	9 Points	8 Points	7 Points	6 Points	5 Points	4 Points	3 Points	2 Points	1 Point	0 Points
Overall Score	9 points On time, excellent effort that meets and exceeds all requirements; excellent creativity; very unique brand 1) Submitted on time 2) Satisfies all 5 guidelines in an excellent manner: a) meets brand requirements; b) relates to personal experience in an excellent way; c) answers question challenge in an excellent way; d) provides excellent supporting explanation; e) meets citation requirements 3) Excellent creative submission format 4) Very unique brand in section	8 points On time, meets all requirements; somewhat creative; somewhat unique brand 1) Submitted on time 2) Satisfies all 5 guidelines very well: a) meets brand requirements; b) relates very well to personal experience; c) answers question challenge very well; d) provides very good supporting explanation; e) meets citation requirements 3) Somewhat creative submission format 4) Somewhat unique brand in section	7 points On time, meets all requirements, straightforward presentation format, somewhat unique brand 1) Submitted on time 2) Satisfies all 5 guidelines adequately: a) meets brand requirements; b) relates well to personal experience; c) answers question challenge well; d) provides supporting explanation; e) meets citation requirements	6 points On time and meets most requirements 1) Submitted on time 2) Satisfies 3-5 guidelines adequately: a) meets brand requirements; b) relates to personal experience; c) answers question challenge adequately; d) provides supporting explanation; e) meets citation requirements	5 points On time and meets requirements and but is not submitted correctly 1) Submitted on time 2) Submitted incorrectly with screenshots of work not visible to the instructor in the submission window; 3) Satisfies some of the guidelines adequately: a) meets brand requirements; b) relates to personal experience; c) answers question challenge adequately; d) provides supporting explanation; e) meets citation requirements	4 points Late and/or meets most requirements 1) Late submission and/or 2) Satisfies 4-5 of the guidelines adequately: a) meets brand requirements; b) relates to personal experience; c) answers question challenge adequately; d) provides supporting explanation; e) meets citation requirements	3 points Late and/or meets some requirements 1) Late submission and/or 2) Satisfies only 3-4 of the guidelines	2 points Late and/or seriously incomplete 1) Late submission and/or 2) Satisfies only 1-2 of the guidelines	1 point Late and/or seriously incomplete and/or mirrors other student work 1) Late submission 2) Satisfies one or fewer of guidelines ...Or... 3) Closely mirrors other student work* "Work that is very similar may trigger an Academic Integrity review"	0 points Assignment not submitted

Discussion Board Participation Rubric

Criteria	Ratings				Pts
Description of criterion	3 pts Strong participation 1) Responds to at least 5 other student posts 2) Responses are almost always grammatically correct with few misspelled words 3) Responses are almost always relevant 4) Responses almost always add value and contribute new ideas to the discussion (not just comments like "good work" or "nice post")	2 pts Average participation 1) Responds to at least 5 other student posts 2) Responses are mostly grammatically correct with few misspelled words 3) Responses are mostly relevant 4) Responses sometimes add value and contribute new ideas to the discussion (not just comments like "good work" or "nice post")	1 pts Weak participation 1) Responds to fewer than 5 other student posts or... 2) Responses are not always grammatically correct and contain some misspelled words 3) Responses are not very relevant 4) Responses do not add much value nor contribute new ideas to the discussion (are mostly comments like "good work" or "nice post")	0 pts No participation	3 pts
Total Points: 3					

Grading

Student Success Center LinkedIn Session and LinkedIn Page = 15 points

- Meet with the Student Success Center to learn how to market yourself with a unique and professional LinkedIn page, and then create one for yourself to earn credit

Required Student Success Center Session

Personal Student Success Center Appointment (5 points)

- **Schedule a personal LinkedIn consultation session with the Student Success Center (SSC)**
 - Please use one of these have two ways to schedule:
 - Stop by the SSC in Suite 100 of the Beatty Center (just to the left as you enter from Liberty Street) to schedule an appointment in person (for a later day and time)
 - Send an email to studentsuccesscenter@cofc.edu requesting an appointment and make sure to use the subject line: MKTG 302 LinkedIn Appointment--McGrath
 - An SSC professional will meet with you for approximately 15 minutes to provide advice on how to create a unique and professional LinkedIn page and also discuss resources they offer for your career planning
 - Dress professionally for the appointment because you'll be able to take a photo of yourself at the SSC Selfie Studio during your visit
- **You must visit the SSC prior to the assignment due date on the syllabus to receive credit**
 - Please schedule your appointment early in the term because appointments fill up quickly and walk-in sessions are not available (you must make an appointment first)

Required Personal LinkedIn Account

LinkedIn Account (10 points)

- **Create a LinkedIn account that promotes yourself to prospective employers.**
 - Please provide a screen shot of your entire account page(s) including the following 3 pieces:
 - A) **Professional photo** (not your high school graduation photo), and...
 - B) **Your current status** (student at College of Charleston and your major)
 - C) **Detailed background info** including the following in separate sections with detailed explanations:
 - Your major and all courses related to your major
 - Your work experiences (even summer jobs) with descriptions of specific responsibilities and skills you learned
 - Internships you have experienced with descriptions of specific responsibilities and skills you learned
 - Summary of all career-related skills you have earned so far, including certifications and proficiencies in software and mobile applications

(Points may be deducted for poor grammar, punctuation, spelling or lack of detailed explanation)

Grading

Report Hand-in = 15 points

- 5-10 typed pages (anything beyond 10 pages will not be graded)
- All data and content sources must be attributed at the spot in the text where the information appears, using the following simple format: (*Wall Street Journal*, March 3, 2022); no bibliography page is necessary
- Provide detailed rationale for all your answers
- Penalties will be assigned for typos and grammatical errors
- Please list all your group members on the cover page in alphabetical order

Presentation = 10 points

- Limited to 20 minutes

Participation = Pass/Fail

- All possible points or zero
- Based upon your team's confidential ballot evaluation of your contribution

Required Outline

Marketing Situation Analysis Report

- Background** (5 points)
 - Brief introduction and history of your brand and its parent company
 - 5-year trend of sales revenue and profits (IVA) for the overall industry, and for your brand, by year (tip: use data from IBISWorld or Statista and present in tables or charts created in Excel, Google Sheets or Tableau)
 - Develop a SWOT assessment by considering how the brand and its industry are impacted by each of the macroenvironmental factors discussed in class (tip: all the factors we learned in class apply)
 - Market share for your brand and 2-3 key competitors for most recent year (tip: use data from Market Share Reporter)
- Product** (2 points)
 - Product life cycle stage for the brand (based on the historical industry data above)
 - Type of product
 - Product strategy used
- Price** (2 points)
 - Price range of your brand
 - Competitive pricing for 2-3 key competitors (tips: use common units, i.e., price per ounce; also, present in a table)
 - Marketplace environment
 - Pricing objective
 - Pricing strategy
- Place** (2 points)
 - Number of locations (must include headquarters, manufacturing sites, and estimated # locations where your brand is sold) (tip: use data from U.S. Economic Census at census.gov)
 - Channel structure diagram
 - Channel captain
 - Type of power used
 - Distribution strategy
- Promotion** (2 points)
 - Positioning statement that summarizes your brand's customer value proposition (tip: must be in the 3-part format discussed in class)
 - Positioning map that visualizes your brand's customer value proposition (tip: include category motivators and plot positions for all the brands listed in your market share data above (tips: include supporting data for each plot point on the map for your brand and 2-3 competitors; use data from Consumer Reports or American Consumer Satisfaction Index)
 - Promotion objective
 - Promotion strategy
 - Promotion tools used (tip: major brands like yours employ all the tools we learned in class)
- What would you do differently?** (2 points)
 - Recommend ways you would alter the situation described above to improve your brand's Marketing effectiveness
 - Organize your recommendations according to the four elements of the Marketing Mix.

,5 points will be deducted for grammar, punctuation, spelling, issues, lack of citation of all sources, and for lack of detailed explanation of answers to assignment questions



Student Quick Tips

Use this Student Quick Tips guide for a quick and easy start with McGraw-Hill Connect. You'll get valuable tips on registering, doing assignments, and accessing resources, as well as information about customer support.

Getting Started

TIP: To get started in Connect, you will need the following 2 items:

- 1) **Your Instructor's Connect Web Address**

<https://connect.mheducation.com/class/j-mcgrath-spring-2022>

- 2) **Connect Access Code**

TIP: If you do not have an access code or have not yet secured your tuition funds, you can click "Free Trial" during registration. This trial will provide temporary Connect access (typically three weeks) and will remind you to purchase online access before the end of your trial.

Registration and Sign In

1. Go to the Connect Web Address provided by your instructor
2. Click on **Register Now**
3. Enter your email address
TIP: If you already have a McGraw-Hill account, you will be asked for your password and will not be required to create a new account.
4. Enter a registration code or choose **Buy Online** to purchase access online
5. Follow the on-screen directions

TIP: Please choose your Security Question and Answer carefully. We will ask you for this information if you forget your password.

6. When registration is complete, click on **Go to Connect Now**
7. You are now ready to use **Connect**

Need More Help?

Call us at: **1-800-331-5094**

Visit us at: www.mcgrawhillconnect.com/support